THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (PROF. K. K. TEWARY): (a) No, Sir.

(b) Does not arise.

(c) No, Sir.

Shortage of mild Steel Wire Rods

2194. SHRI M. VINCENT: Will the Minister of STEEL AND MINES be pleased to state:

(a) the reasons for the shortage of Mild Steel Wire Rods especially to small scale units;

(b) whether it is a fact that since export market fetches a good price and incentives, the Mild Steel Wire Rods are being exported at the sufferings of the small scale units locally; and

(c) what steps are to be implemented by Government to rectify this anomaly and relieve the shortage of Mild Steel Wire Rods for indigenous users?

THE MINISTER OF STEEL AND MINES (SHRI MAKHAN LAL FOTEDAR): (a) to (c) Production of mild steel wire rods in the integrated steel plants has been slightly short of targets. However, the shortfall is expected to be made up by production from the secondary sector which has sufficient capacity to produce this item. Exports of a limited quantity have been allowed to establish Indian products in overseas markets preparatory to further exports, when there will be a surplus production after the Vizag Steel Plant is commissioned.

Media policy

2195. SHRI ANAND SHARMA: Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) the media policy formulated by the Janta Government for the Doordarshan and media during the period 1977-80;

(b) the time alloted for coverage to the opposition during 1977-80; and

(c) the steps taken to make the electronic media informative and constructive?

THE MINISTER OF STATE IN THE MINISTRY OF INFORMATION AND BROADCASTING (PROF. K. K. TEWARY): (a) The main policy guidelines of the Government issued during the period 1977-80 are given in Statement I. (*See* below)

(b) The details of coverage are not available.

(c) The Government issued revised policy guidelines on the 2nd July, 1980 for making the electronic media more purposeful. A copy of the guidelines given in Statement. II

Statement—I

(A) *Policy guidelines for Government Media evolved at the meeting taken by Minister of Information and Broadcasting on* 13-4-1977

(1) Official Media should not build up image of any individual, howsoever important he or she may be in public life.

(2) There will be no aggressive one sided naked propagandist approach, as in the past, in discharging their duties in propagating Government policies.

(3) Media should adopt subtle and sophisticated approach. Opposite points of view including criticism of Government policies and programmes, and their implementation should find place in their programmes and releases. This was necessary to restore credibility of the media.

(4) News coverage should be diversified and names of individuals need be brought in if they have the news value and are specifically related to the news. Coverage should be balanced and should project Government's policies, programmes and achievements in an objective and balaneed manner. Events and development, rather than personalities, should be the main focus.